

# THE GLEICHEN CALL

VOLUME XXX NO. 38

GLEICHEN, ALBERTA, WEDNESDAY DECEMBER 8, 1937

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## MRS. ALEX. BUCKLEY TO HEAD LOCAL U.F.W.A.

Mrs. A. F. Wilson was hostess to the ladies of the U. F. W. A. at their annual meeting held last Thursday, December 2nd. There were fourteen members and visitors present.

The opening song being Christmas Carol Tidy Night. The roll call was answered by My Favorite Xmas Poem. Correspondence was then read and adopted.

Mrs. Alex. Buckley thanked the supervisors of the Junior U.F.W.A., Mrs. R. Oliver and Mrs. A. N. McLeay, for the splendid work and co-operation in the organizing and helping the Junior along.

The election of officers for the ensuing year are as follows:

President, Mrs. Alex. Buckley.  
Vice-President, Mrs. H. Burne.  
Secretary, Mrs. McArthur.  
Sick committee, Mrs. Keefe and Mrs. Oliver.  
Publicity secretary, Mrs. A. N. McLeay.

Song leader, Mrs. A. Quinnell.  
Pianist, Mrs. R. Burne.  
Directors: Mrs. J. Hutchison, Mrs. S. Hall, Miss Goodwin, Mrs. Keefe, Mrs. Umbrite.

Mrs. S. Hall and Miss Goodwin were appointed delegates to attend the annual convention in Edmonton.

The tea prize was then drawn and was won by Mrs. Buckley. Many pretty gifts were also drawn for all from our annual Christmas basket. The beautiful tea served by the hostess and her helpers was very much enjoyed by both the ladies and guests. The next meeting will be held in the new year, January 8th, at the home of Mrs. McArthur.

## THE WORLD OF WHEAT

By M. C. L. Stange, Director of  
"Crop Testing Plan."

Argentina is making strenuous efforts to improve the quality of her wheat. She hopes eventually to offer on world markets quality equal to Manitoba No. 1 and No. 2 Northern.

As a first step, news dispatches have been sent to the Argentine has established a grain office in London, not for marketing wheat, but to find out which varieties that can be grown in the Argentine, will best please British and European millers.

It is then the intention of the Government to arrange for the growing of large quantities of pedigreed seed of the selected varieties, to offer this high class seed to farmers at reasonable prices, and to induce them to see, in each district, a recommended variety only.

The Argentine evidently simply intends to adopt the identical methods Canada has been successfully using for over thirty years. Nevertheless, this new threat to Canada's wheat superiority must be taken seriously. We cannot afford to rest on our laurels. Canada, however, can retain the leadership in wheat quality as now enjoys provided our farmers will put forth still further efforts by using only good seed of recommended varieties.

"The Crop Testing Plan" results reveal that 40 per cent of our farmers are not growing recommended varieties, neither are they using the best seed, so there is evidently much room for further improvement.

Following factoring have tended to raise price: Wheat of high milling "strength" scarce on world markets. Frost and some rust reported in Argentina. Reduction in the Argentine official wheat average estimate. Sweden in market for Canadian wheat. Canadian exportable wheat surplus may be only fifty million bushels. Hains needed for germination in India. Chinese wheat exports decline.

Following factors have tended to lower price: First Argentine wheat yield unexpectedly high and of excellent quality. Heavy rains relieve South African drought. Scarce precipitation report gives more promising outlook for the prairie provinces. Mexican wheat cost winter vegetable plantings increase.

## News Items of Local Interest

The United Church sale last week proved to be a very successful event both financially and otherwise.

Mrs. Nat Bowen of Kinross, Peace River district is visiting at the home of Mrs. A. N. McLeay after an absence of six years.

On Sunday, December 19th, service will be held in St. Andrew's Church at 11 a.m. As this will be the Christmas service there will be further notice regarding it.

The date of the United Church Christmas entertainment has been changed from Tuesday Dec. 21 to Thursday Dec. 23. It was found that this date was more convenient.

According to Windsor's Produce Packers, turkeys in all classes added one cent per pound during the past week. See their advertisement for prices.

Cons. Pat Beach, of the R.C.M.P., who is located at Wood Mountain, Sask., has been visiting his parents here Mr. and Mrs. T. H. Beach for the past week or two. Wood Mountain is situated near the United States boundary and at one time had 60 mounted police stationed there.

Transient dealers belonging to the "pushy" breed. They slip into a community, evade the legitimate dealer which the home business has to pay, tempt underfoot all the values of ordinary business decency and slip away in the night with what hard cash or the equivalent they can collect, leaving a poorer community behind them. Although they need not be permitted to constitute a problem there is no doubt that they are, despite all the activity of civic authorities. The trouble lies with the individual. The dealer comes to a town for

## DEMAND INQUIRY TO CUT GASOLINE PRICE IN ALBERTA

An investigation of gasoline prices in this province with a view to bringing about a substantial reduction is to be proposed when delegates to the annual meeting of the Alberta Motor Association assemble at Calgary shortly.

Approval of a resolution of this kind for submission to the provincial meeting was given at the annual meeting of the Edmonton branch and is expected to receive endorsement from other parts of the province.

Reports of the MacDonald commission in British Columbia which found that gasoline could be sold for 18 cents per gallon in that province, has spurred Alberta motor clubs to fresh action on this matter. One speaker at the Edmonton motor club meeting declared that he had bought top grade gasoline in Vancouver for 23 cents per gallon. He was confident Alberta prices were out of line and should be brought down.

The A. M. A. has on several occasions taken up the question of gasoline prices, making representations to the provincial and federal governments. These representations have much to do with the federal government undertaking an inquiry into gasoline prices some years ago. Suggestions are advanced that the time is ripe for another federal or provincial inquiry into gasoline prices.

## FROM THE FILES OF GLEICHEN CALL TWENTY YEARS AGO

Fall plowing came to a sudden stop on Dec. 1st owing to a blanket of snow.

Geo. E. Matthews has left for Winnipeg on business.

This issue of The Call contains 12 pages. Congratulations to our 1918 council comprised of Mayor Tudhope, Councillors: T. Bates, C. R. McIntyre, H. McKay, W. Fisher, H. Hogg and John Finnigan. These gentlemen, are the result of nominations last Friday which necessitates no election. Mayor Farquharson and Alderman

one purpose, to make a killing, in matter what time he may be selling. He contributes nothing towards the upbuilding of the centre in which he usurps the privilege of operating and he is certainly not present when there is any community endeavor to be undertaken or employment needed to be given. First, last and all the time he is a parasite. Yet he flourishes because shortsighted people in the community support his kind. The obvious fact is that when a dealer can offer a temporary personal benefit Mr. and Mrs. Citizen are perfectly willing to listen to his wiles; but, when the dealer begins to read upon the business or employment preserves of the same Mr. and Mrs. Citizen, it is a horse of entirely another color. So the game of beat your neighbor goes on to the detriment of all. With a little cooperation the solution of the trouble would be very simple. This paper has always been in the best interest of the community in this connection, but we sometimes see little cooperation in, for instance, the matter of printing pedlars. A definite system to combat the pedlar nuisance can readily be organized if there be a real desire for unselfish co-operation. If business people and their employees determine that, as soon as a dealer appears at a residence, civic authorities shall be immediately notified to make a license checkup, this unfair practice will be held in complete check.

Mr. Johnston of Cochrane who has been holidaying with W. W. Brown for the past few weeks left on Tuesday for Turner Valley to spend Christmas with his daughter. Mr. Johnston, with a couple of large turkeys under his arm to be used at Xmas, time. He claimed Gleichen produced the finest turkeys in Alberta. He got some of them last year and knew what he spoke.

Henderson of this year's council have dropped out and Mayor Tudhope and Alderman Bates take their honored places, otherwise the council will stand the same for the next year as it is this.

C. J. Gaudaur with a party of Calgary friends returned from a recent hunt north of Edmonton. They had good luck and got three fine head. Mr. Gaudaur was with another party in the same vicinity, but were not successful, although all report a good time.

Misses Dolly and Betty Cameron celebrated their second birthday by giving a little party. All enjoyed themselves as well as a treat was shed. The following is a list of the little guests who were present: Miss Kathleen Beach, Master B. Corey, Miss Helen Hardwick, Miss Pat Irvine, Master Jack Lyons, Master James Lett, Master Stephen Rose, Miss Maureen Young.

John Williams and Robt. Burke are leaving for Oregon this week. A large number of the Queenstown 400 are getting ready to leave for California and other hot places.

P. Mills of Queenstown has sold a section of land to the Hether boys at \$10 an acre.

The work of getting money for the new Farm 2 Hall in Queenstown is progressing. Over \$2000 has already been subscribed and when about another thousand is in sight there will be something doing. Two acres of land have been donated for the hall to be built on.

A large number of Queenstown grain haulers were stranded in Cluny when navigation ceased on the Bow. From Cluny to Queenstown by the Gleichen bridge is some drive. The new grade on the hill leading to the Arrowwood bridge appears to give considerable trouble as it is so narrow in places that two rigs cannot pass each other. Steve Williams had a smash up there last week, running his big McLaughlin into the ditch in order to avoid smashing a little old Ford.

The Cluny ferry has been running this year a little later than usual came to a sudden stop when the snow storm began on the last day of November. Captain Tom Saunders managed the ferry this year and made a good job of it.

## WINNIPEG GRAIN MARKET FOUNDED FIFTY YEARS AGO

December 7th, 1937, marked the fiftieth anniversary of the founding of the Winnipeg Grain Exchange. Throughout this half century the Exchange has steadfastly adhered to the purpose for which it was founded. It was established as a place where buyers and sellers of grain might meet to transact their business. Through the activities and the co-operation of those buyers and sellers Canadian grain and its products have found their way, during the last fifty years, into the consuming markets of the world.

In 1883 an attempt was made to form a grain exchange. After a preliminary arrangements interest waned and the plans did not materialize. On November 24, 1887, a further meeting was called. This resulted in the formation of the Winnipeg Grain and Produce Exchange which commenced to function December 7, 1887.

The Exchange of 1887 was thus founded to facilitate the handling of products of the rapidly expanding grain acreage of Western Canada. A limited quotation service covering prices prevailing on the British and American markets was provided. The first report of the president in 1887, of which 16,500,000 bushels had been exported in the form of wheat and flour. Since that time the Winnipeg Exchange, which is the largest cash grain market in the world, has facilitated the marketing of wheat and coarse grain crops of many billion bushels. The western crop alone exceeded 500,000,000 bushels in 1928.

The first gathering place of the membership was in the basement of Winnipeg city hall. At that time there was no futures market and grain dealers were forced to buy and sell on a "cash" basis. The risk involved in moving grain to ultimate consuming markets.

In 1892 the continued development of wheat acreage and of the grain business in the west resulted in the Exchange moving into new offices in a building erected on Market St. At this time a forward step was taken by the Exchange in the establishment of a grain futures market. This made it possible for country buyers to purchase grain from farmers on a lesser margin with the knowledge that it could be sold immediately for future delivery. Today it is a recognized fact that the price margin between producer and consumer is lower on grain than any other commodity. Great expansion of the west took place following the establishment of the futures market for grain. Wheat and coarse grains then became and have remained ever since, the western farmers' main source of ready cash. Farmers were assured of an immediate cash market for their grain every day of the year. The Grain Exchange kept pace with the development of wheat production in the west. In 1908 it moved into its present location on Lombard Street, a which time the Exchange was reorganized and its present name adopted. The Exchange was in that year organized as a voluntary, non-incorporated, self-governing institution founded "not for pecuniary profit or gain but for the purpose of promoting orders and measures for the advancement of trade and commerce respecting the grain, produce and provision trades for the general benefit of the Dominion of Canada."

During the half century of service in the marketing of Canadian grain the Winnipeg Grain Exchange has come in for commendation as well as criticism. In times of falling prices grain exchanges are blamed by producers and in periods of rapidly rising markets criticism is heaped from consumers. The opinion factor concerning exchanges, which is generally overlooked is that they are merely meeting places for buyers and sellers. Exchanges neither buy nor sell grain. They gather and disseminate the best price quotations, statistical and other information concerning grain and grain markets. Various royal commissions have, with the full co-operation and assistance of the Exchange, investigated the handling and marketing of grain



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Form 88

In Canada. Commissions of Inquiry have consistently found that this operation of the futures market results to the benefit of the producer.

# DIXIE

PLUG SMOKING TOBACCO

Although often called a copper, the American penny is really bronze.

Nearly 650 Manitoba and Saskatchewan boys are working in Flin Flon—"The Picture Mine."

Readers are invited to write to Alice Stevens' Home Service for free advice on home cooking and household problems. Address letters to Winnipeg Newspaper Union, 175 McDermot Ave. E., Winnipeg, Man.

At grocers, druggists,  
distillers and depart-  
mental stores

**Warehouses at Calgary, Regina and Winnipeg**

There are more than 1,500 foreign language newspapers in the United States.

2231



## CATCH COLD EASILY?

**VICKS VAPOROL**  
helps prevent many colds

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**VICKS VAPOROL**  
helps melt a cold quicker

FOLLOW VICKS PLAN FOR BETTER CONTROL OF COLDS  
Full details of the Plan in each Vicks Package

## WHAT HO!

—By—

RICHARD CONNELL

By Arrangement With Thomas Allen, Publisher, Toronto.

## CHAPTER III—Continued

"Now let me see," said Grig, mentally taking a horse-census of the community. He wagged his large round head, and his lips moved, then, suddenly, he said, "Ralph!"

"Big parson?" said Ernest.

"I must see a man," said Grig. "I think you will be the man to keep an eye on the police whilst I'm gone? My old lady would do it, but she's in the hospital with our new twins."

"I don't know anything about bars," said Ernest.

"Oh, that's quite all right, sir," Grig assured him. "All my customers know what they want, where it is, and how much to pay. Be back in an hour."

He puffed off down the high street, trilling "Kiss Me Again," a 220 pound lark.

Ernest eyed with minglings the beer pumps and the array of bottles, and prayed that no thirsty Penny-fanion would drop in for a quick one while he was the incumbent of the bar.

Nor did one for a full six minutes, and then a dirty girl came in, plainly in a hurry. She appeared to have recently emerged from the lubrication pit of a garage for her khaki overalls were spotted with grime, and her face looked as if she had been using axle-grease for rouge. Carry her straggled messily from under a stained cap which looked as if it had never been new.

Ernest stared at her and she stared at him.

"Do I look funny?" she asked.

"Yes," said Ernest, involuntarily.

"Well, that is, not very funny."

"Thanks," said she. "Small mild."

"Beg pardon?" said Ernest, uncertain whether she was giving an order or a description of herself.

"Small mild," she repeated.

"What is?"

"Ale, of course," she said.

"Yes, yes, of course," said Ernest, as he groped for some clem to the location of the mild ale.

## GIRLS WHO HAVE NO BOY FRIENDS

Quick Easy Way to Get Charm

Girls who do not attract boy friends wonder why. Beautiful, perfect, charming as they are. Cleopatra and famous women were often ugly. Here are skin, plenty of animation, and watch out for your figure—you'll be surprised how popular you are. So many girls have poor complexions—no life—their figure slipping, and they're not really fit. Take "Fruit-A-Tives" and you'll soon be amazed how different and how attractive you've become. It purifies your blood, makes the skin pore work, gets rid of waste and poisons, gives you new energy, prevents flabby tissue from forming. "Fruit-A-Tives" gives you new charm. 25c., 50c.

## FRUIT-A-TIVES LIVER TABLETS

## STOP Scratching

RELIEVE ITCHING IN A Minute  
Itch is a distressing condition of the skin, often caused by dryness, dandruff, eczema, or other skin conditions. It is often accompanied by redness, swelling, and pain. "Fruit-A-Tives" will relieve the itching in a minute. It is a natural remedy, and it is safe for all ages. It is available in all drug stores.

## THE STORY OF FLIN FLON

Written by a man who never had seen a mine or visited a mining town—and illustrated by recent photographs—will appear exclusively in these pages beginning next week.

Nearly 650 Manitoba and Saskatchewan boys are working in Flin Flon—"The Picture Mine."

cause Ralph to so much as twitch. Grig joined the siege and belabored Ralph's conspicuous crupper with resounding thwacks of a ready palm, but Ralph ignored physical assault and verbal pleadings alike.

If a motor car stalls, or a horse balks anywhere in the world, inevitably one or more helpful souls congregate and offer advice, usually bad, to the perspiring driver. When Ernest, abetted by Grig, finally ascended to the summit of his steed, not a soul was in sight, but now a crowd—a crowd for Pennyfan on his rate—gathered. A small boy with a neglected nose tried to tickle Ralph into action. Ralph uttered a little but did not stir. A bumpkin in a butcher's apron, who was exhorting two quacking ducks to their doom suggested that a bonfire be kindled under the recalcitrant Ralph. This suggestion Ernest vetoed. Ernest felt moist and foolish. Ralph remained impassive.

Then into the scene hobbled a whiskey rustic on two canes. In the bee-like buzz of Somersetshire he observed,

"That be Ralph, I know he."

Ralph nodded casually to him.

"Wants his beer, he does, said the rustic.

"That's right, Jarge," chorused the onlookers.

"Fancy me forgetting that," said Grig, as if it were the most natural thing in the world for a horse to refuse to start unless primed with beer.

"Grig disappeared into the Happy Gander and presently emerged with a full pail of bitter ale."

Ralph saw the pail, and showed teeth like the keys of a spinnet in a pleased grin. It took Ralph but three and a quarter seconds to absorb the beverage. Then he gave a snort, a shake, and a hiccup, and launched himself into space. Down the high street he went with Ernest bouncing on his back like corn in a popper. Ralph nickered and whined in a festive way and now and then turned his rubbery neck and leered at Ernest. Somehow Ernest managed to steer his charger around the left turn and the sharp lane which led to the castle. Once Ralph stopped to make a light lunch of ivy and privet, and once he paused in the deer-park of the castle to ogle, cooily, a passing dog; but in the course, they reached the castle portcullis.

The sight of that noble edifice caused Ralph to snicker and grow skittish. He began to pirouette and dance and even to stagger a little. Ernest admired to his saddle first by gripping Ralph's capous mane and then by encircling his elastic neck with two desperate arms.

His entrance to Bingley Castle was not precisely as he had planned it, but, in any event, there he was.

In the somewhat tomblike library of Bingley Castle, a big room lined with big books bound in buckram and morocco, three people sat on three stiff chairs, bestriding them as if they were horses. The eye was caught first by the figure of Captain Duff-Hooper, who wore the most correct riding clothes Savile Row can produce, and in his case it took some crafty producing for he had grown only one way, namely, up, being so far over six feet that his friends had lost count, and being scarcely wider than a dwarf's front door.

Captain Duff-Hooper had passed through Sandhurst and the cavalry into a snug ancestral manor a few miles from Bingley Castle, where he lived the life of a country squire, with a housekeeper, forty pipes, a brigade of hounds, some horses and the conviction that the pursuit of the Red fox is the highest form of human endeavor. He was thirty-four, fancy-free and buck-toothed.

"Of course," he was saying, "you really should not have backed those hills of Gerald's, you know."

"No good locking the stable door after the milk is spilled, or whatever it is one says," returned George Christopher David Hugh, twenty-two, and heir of Bingley. "After all, I was at Rugby with old Gerald. He always sat next to me in classes, he at the foot and I just next. I always felt I owed him something."

"There you are, sir," said Grig.

"Yes," said Ernest, a little awkwardly, "here I am. Now where is the castle?"

"Just go down the high street, sir, take the first left hand turn, and remain on the dirt road. It will lead you straight to the castle gate," Grig told him.

"Thanks," said Ernest. "Oh, we go."

But off we did not go. Grig cast off Ralph as if he were a tug, but Ralph did not budge from his mooring, but remained immobile, pensively licking the paint on the lamp-post. Ernest beat a tattoo on Ralph's ribs with his heels, but he might as well have tried to impart motion to the Rock of Gibraltar. Giddaps, cluckings and exhortations did not

for, but for him, I'd have been at the foot."

(To Be Continued)

## Letter For Sherlock Holmes

London Postman Had To Decide Where To Deliver It

Baker Street is not what it was in the days of gas lamp and hansom cabs, and the postman with a letter in his bag for Sherlock Holmes may well be puzzled. The Post Office London Directory gives no help in finding the rooms that Holmes shared with the amiable Dr. Watson at "221B Baker Street"; although it shows that the gap between premises numbered 219 to 225 is filled by Abbey House.

This is the headquarters of the Abbey Road Building Society, and several business concerns also have their offices there. So the postman who recently found himself carrying a letter with a foreign postmark for "Mr. Sherlock Holmes" at the old address seems to have concluded that the age of detective fiction has relinquished his bee-farming in Sussex to start a new career as a company director. At any rate, he picked upon the Abbey House, and delivered the letter at the office of the British Home Stores, Limited, on the third floor. Whether this was a neat office joke or the result of some mysterious processes of reasoning would have formed a pleasing subject for a professional discourse by Holmes.

It was found that the letter came from an elderly woman in a small town in Denmark, who respectfully asked for a little charitable assistance for herself and her husband in the hard times which have come upon them through business misfortunes. These two pensioners sought the detective's help in starting a shop and the writer concluded, "I am quite sure you shall have the pleasure of hearing from you."

Such a letter, had he been there to receive it, would probably have appealed to the generous impulses of the writer. He might even have handed off Dr. Watson (without his revolver) in the next steamer to investigate the merits of the case on the spot.—London Times.

## A Mystery Disease

Real Origin Of Infantile Paralysis Still Puzzling Doctors

A Canadian doctor supported the theory that the virus of infantile paralysis might be carried into the air by the pollen of ragweed or other plants. The opinion was made public at a recent meeting of the medical directors of insurance companies at New York. Canadian medical men generally are not inclined to place much confidence in this theory. However, they seem fairly well agreed that the virus gets into the human system through the upper passages of the nose and the effect of ragweed or other pollen might be an obstructive drainage capable of carrying the infantile paralysis germ away. It is pointed out also that infantile paralysis has appeared in midwinter, which would cast doubt on the theory that it is a pollen-borne virus.

In recent years there has been some persistence in the opinion that the poison came from the earth and was contained in dust which invaded the passages of the nose leading to the brain. That also is pure theory. The mystery of the coming and going of the disease is not made less puzzling by the situation in Ontario, so critical a few weeks ago. The disease seems to be disappearing now, concurrent with the advent of colder weather and frost. It is scarcely heard of any longer and no one can explain what has happened to divert a malady which was such a menace during the late summer. Evidently it is seasonal, being virulent in the intense heat of the late summer and disappearing as winter approaches.

The study of this disease is one of the interesting projects of scientific medicine. The epidemics stimulate ardent research. No doubt the mystery of this malady will be revealed in due time and a cure discovered.—Sarnia Canadian Observer.

## Appear Indifferent

Canadians don't want to read stories about Canadians, Laura Goodman Salverson, Icelandic-Canadian author, declared in Toronto after her arrival at the Book Fair from Calgary. She has written many stories about contemporary Canadian life, but she's through with all that. It doesn't pay, she explained.

## A Cameo In Jasper

A rare Byzantine gem, said to be the finest in any museum, has been acquired by the Victoria and Albert Museum, South Kensington, England. The gem is a cameo, in Jasper, of the crosshatched with the Virgin and St. John. The 12th century has been suggested as its date. 2231

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NONE FINER MADE

## Television Advertised

Got Big Boost During Armistice Service In London

Of the 3,000 owners of television sets in England, large numbers were turned in to the Remembrance Day service, and they saw and heard in their own homes exactly what occurred.

As the momentous hour of eleven o'clock was announced by the booming of Big Ben in Westminster, the television sight and sound camera was focussed on the cenotaph. In homes equipped with television sets the astonished fans saw a man suddenly plunge forward from his place in the direction of the Royal party only a few yards away. They saw him seized with alacrity and overcome by the police. They saw their courageous Sovereign stand motionless and calm. They heard the wild cry of the disturber: "All this is hypocritically—you're deliberately preparing for war!"

Thus was an unfortunate but understandable episode fraught with terrifying possibilities lifted from the scene of action and set down in the home. The shock and thrill of these few seconds can only be imagined. When the danger had passed and the beholders had again caught their breath, we feel sure that television set owners realized that they had been indeed favored by good fortune.

And what an advertisement for television!—Stratford Beacon-Herald.

## Not Generally Known

Equivalent To Weights And Measures Mentioned In Bible

For the information of Bible students, the Catalyst has uncovered the following weights and measures equivalent:

A cab was three pints; an onion, three quarts; a hin was about a gallon and two pints; a skin, about 8½ gallons; an ephah or bath contained eight gallons and five pints; a farthing was a cent and a half; a gersh was worth about three cents; a shekel of gold was eight dollars and a shekel of silver about 50 cents.

Arabs prefer sugar made from raisins in their coffee.

Roll your own?

Sure! who wouldn't with

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## A \$15,000,000 Meat Parade - HEADED EAST!

The Eastern industrial worker likes Western meats. He consumed over \$15,000,000 worth of it last year, providing a valued source of income to thousands of prairie province farmers. These farmers shipped him 175,705 head of cattle; 21,144 calves and 41,557 hogs and 127,000 tons (not pounds) of fresh and cured dressed meat as well. And meat is only one of the Western items that goes on the table of the Eastern worker. He bought well over \$15,000,000 worth of grains, poultry, eggs, honey and other commodities, and consumed no less than 10,000 tons of butter to the value of another \$4,500,000.

The well-being of such a market—a market aggregating over \$40,000,000—is of vital value to you. It is to your interest to have the Eastern industrial worker in steady employment, the steadier the better, for the steadier his work the greater his consumption of your products.

Western purchases of Made-in-Canada cars mean work, not only to the automotive and allied industries, but in hundreds of other plants as well. They mean pay-rolls and pay-rolls mean purchasing power.

And don't forget that this domestic market brings far better prices than does the export market.

There are 18,000 workers in Canada's automobile plants, and 15,000 employed in the 300 parts manufacturers' plants. An average of four to a family means over 180,000 people whose prosperity depends in whole or in part on the activities of the motor car business. Add to this the thousands of Canadians who live by traffic and you have a huge cross-section of Eastern Canada—a group of people who contribute much of the \$40,000,000 spent last year for Western farm products. Therefore, all Canada—West as well as East—is vitally interested in a sound and well-kept Western Canadian Automobile Industry.

For statistical and further information about this industry, write to Automotive Industries, 1005 Laurier Building, Toronto.

**AUTOMOTIVE INDUSTRIES OF CANADA**



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## Town & District

Mr. and Mrs. Sidney Prowse and daughter, Gloria, of Stauffer, Alta., were visitors at the home of Mr. and Mrs. E. Etheridge this weekend.

Hark! do we hear a tinkling of wedding bells about to be ringing in the Living Springs district. We'll be listening.

Mrs. Bowen formerly of Gleichen but now living in the Ponca River district is spending a few days in Gleichen visiting friends. Mrs. Bowen is en route to Eastern Canada. While in town she is the guest of Mrs. J. A. Menard.

Mrs. M. A. Brown received word Saturday of the death of her brother, Captain David McCormick of Pelee Island and Windsor, Ont. Death occurred on November 30th.

Probably there is no gift more fascinating than that of fluent speech. Nor is there any gift so likely to lead its possessor into excesses and indiscretions. An oratorical temperament, coupled with a really marked ability is a combination of peculiar possibilities. A cynic once said that when a man was born with a high tenor voice he seldom had anything else. By the same token a musical speaking voice and extraordinary fluency are not always accompanied by studious habits and sound judgement.

Keep the date of Dec. 28th open for the Mithquake—regular Scottish.

Digging into the past is not new. An expedition excavation in Mesopotamia, has unearthed clay tablets recording investigations of Chaldean archaeologists, who 700 years before the Christian era were likewise digging up buried records of former civilizations. Discoveries of present day archaeologists are astounding, but few people know or care about the wonderful material being brought to light.

### CARD OF THANKS

Our sincere thanks are extended to all our neighbors and friends and Indians for the wonderful assistance and sympathy shown us at the death of our beloved husband and father, MRS. MCCONNELL and JEAN.

### GLEICHEN UNITED CHURCH

Rev. J. N. Wilkinson, Minister.  
Mrs. H. Birch, choir leader.  
Miss Jean Farquharson, pianist.  
11 a.m. Church School.  
7:30 p.m. Divine Worship Subject: "The value of a High Ideal."

When Jesus selected His disciples to be perfect even as the Heavenly Father is perfect He asked what many people regard as impossible. But perhaps if we understood Him better we would find that He is really asking for something that is not only attainable, but something without which we can never attain to fullness of life either here or hereafter. For the girls and boys there will be a story about it had boy and how he became one of the last in the school.

### ST. ANDREW'S CHURCH

Evening at 7:30 p.m.  
Rev. G. W. Lang, B.A., (Incumbent.)

### COMING EVENTS

Dec. 10—Tombola and Dance by Meadowbrook Social Credit Group at Meadowbrook Hall. Admission 25c.  
Dec. 23—United Church Sunday School Xmas Tree.

### REX BEACHES "THE BARNER"

with LEO CABELLO JEAN PARKER JAMI ES ELLISON  
THURSDAY 8.30 P.M.

SATURDAY: Matinee at 3 p.m. and evening shows at 7.30 and 9.15.

GLEICHEN COMMUNITY HALL

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The Call  
Gleichen, Alta